

1 Amend 2 Cal. Code Regs. Section 18435 to read:

2 **§ 18435. Definition of Mass Mailing and Sender.**

3 (a) A “mass mailing” has been made when over two hundred substantially similar
4 pieces of mail have been sent within a calendar month.

5 (b) The sender, as used in ~~Government Code~~ Section 84305, is the candidate or
6 committee who pays for the largest portion of expenditures attributable to the designing,
7 printing, and posting of the mailing which is reportable under Government Code Sections
8 84200-84217.

9 (c) For purposes of this section to “pay for” a share of the cost of a mass mailing
10 means to make, to promise to make, or to incur an obligation to make, any payment:

11 (1) To any person for the design, printing, postage, materials or other costs (including
12 salaries, fees, or commissions) of the mailing; or

13 (2) As a fee or other consideration for an endorsement or, in the case of a ballot
14 measure, support or opposition, in the mailing.

15 (d) The identification required by Section 84305 shall be preceded by the words
16 “Paid for by.” These words shall be presented in the same size and color as the identification
17 required by Section 84305, and shall be immediately adjacent to and above or immediately
18 adjacent to and in front of the required identification.

19 (e) The sender identification requirements of Section 84305 apply to over 200
20 substantially similar messages distributed to the public through electronic mail by a candidate
21 or committee within a calendar month.

22 Note: Authority cited: Section 83112, Government Code. Reference: Sections 82041.5 and
23 84305, Government Code.